**SCENARIO** 

Browsing, booking, attending, and rating a local city tour

### **Entice**

How does someone initially become aware of this process?



## **Enter**

What do people experience as they begin the process?

Start purchase of

the solution?

After decising, the

on to purchase the

solution



Get the software

solution delivered to

the solution is dlivereed

to the customer and the

working is explained to them.

the customer

In the core moments in the process, what happens?



## **Exit**

What do people typically experience as the process finishes?



The used solution

and period of use

appears on the app.

The used solution

appears on the list

and will remind you

of the experience

What happens after the experience is over?

Personalized

recomendations



#### Steps

What does the person (or group) typically experience?

What interactions do they have at

■ **People:** Who do they see or talk to?

■ Things: What digital touchpoints or physical objects would they use?

each step along the way?

Places: Where are they?

Interactions

app or software depending on the device.

The customer faces

new orders are to be

available options depending on the size of inventory

Starts looking for

He/she starts to

can watch to ompatible with the experience how it works

View detail on

existing solution in

starts contacting the

person already using

the solution and it

A easy interface very friendly to the user

Help me get through

this payment without

too much hassle

A completely friendly Easy payment goods

The solution is

explained by the

The solution

details is shared with

the customer

Direct interaction with the customer gives a pleasent knowledge sharing source

Interaction with the goods delivered so to rough calculations

the customer orders

the goods required

using the solution

the required goods will

previous datasets and

analysing the demand and supply

people interact with are goods, customers.

Experience the

inventory storage

mimimal usage

the minimal storage

will lead to better

profits and higher

return of investment

solution they have taken

Depending on the

Prompt for review

A email and a message sent about how it is

performing and if any

queries need to be solved

Direct interaction with the customer

the customer gives a

review and feedback

form along with

rating

A satisfied custome is put up on the company website logs

Help me see what i

was doing before

this solution and

post solution.

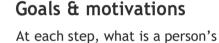
People like to

compare different

types of ROI on

bussinesses





primary goal or motivation? ("Help me..." or "Help me avoid...")



Help me avoid

excess storage of

goods

Its fun looking at

Only to store the

most demanded

Help me understand what this is all about

Browse deeply

matching solutions

through the

Help me make sure I don't forget about my our so that I don't waste money or get disappointed

Excitement about the

implementation of

the new solution.

confirm the

knowledge is gained

a purchase order is

placed

purchase

confident on running the inventory without any hassle

Helps me feel

The solution being so

good that people tend

to recommend it to

their friends and family

out of the solution in terms of time aswell as profit

solution having a

satisfaction rate of

about 95%

with a satisfied feeling



#### What steps does a typical person

Negative moments

costly, or time-consuming?

What steps does a typical person

find frustrating, confusing, angering,

Positive moments

find enjoyable, productive, fun, motivating, delightful, or exciting? various options which makes theyre storage problem easy

video from a previous customer will give them more confidence

The confidence that the solution is really affective

#### People sometimes are scared to change to new solutions thinking it will spoil the present

People feel that the solution might be too expensive to afford

pace itself

Could we place a

live interaction or a

demo for clear

understanding

People experience a lot of unwanted or overload information also

A easy solution to ROI

People find it annoying if any bugs are present

the system updates

people find about

customers report reviews honestly based on experience

People leave the place

with a very happy

feeling and confirmation

they will come back for



# Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

compare with the solutions provided by others

avoid storage overload with high

Take the customer feedback and clear it within 24 hours

How we might take the review and welcome for any

How we will remind them to celebrate or provide offers to our valuable customers